

## Message Text

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ACTION ARA-10

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FM AMEMBASSY SANTO DOMINGO

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E.O. 11652: N/A

TAGS: BEXP, DR

SUBJECT: FY 1975 COMMERCIAL ACTION PROGRAM: FINAL REPORT-FOOD  
PROCESSING AND PACKAGING CATALOG SHOW & SEMINAR

REF: A) SANTO DOMINGO 0667, FEB. 11, 1975

B) SANTO DOMINGO 1853, APRIL 25, 1975

BEGIN SUMMARY: THE FOOD PROCESSING AND PACKAGING MACHINER  
CATALOG SHOW AND SEMINAR WERE HELD IN SANTO DOMING FROM JUNE 2-4  
ON THE PREMISES OF THE ASSOCIATION OF INDUSTRIES OF THE DOMINICAN  
REPUBLIC. APPROXIMATELY 100 VISITORS ATTENDED THE SHOW. FORTY  
LOCAL BUSINESSMEN PARTICIPATED IN THE JUNE 3 SEMINAR CONDUCTED  
AT THE ASSOCIATION BY A REPRESENTATIVE OF THE PACKAGING MACHINERY  
MANUFACTURERS INSTITUTE (PMMI) OF WASHINGTON, D.C. BOTH PMMI  
REPRESENTATIVE AND EMBASSY CONSIDERED SHOW AND SEMINAR TO BE  
QUITE SUCCESSFUL. BESIDES INTRODUCING US COMPANIES TO POSSIBLE  
NEW CUSTOMERS, BOTH EVENTS ALSO PROVIDED AN OPPORTUNITY FOR THOSE  
LOCAL FIRMS ALREADY DEALING WITH US SUPPLIERS TO DISCUSS PROBLEMS  
WITH US INDUSTRY REPRESENTATIVE. END SUMMARY.

1. THE EXHIBITION. A TOTAL OF 81 US COMPANIES PARTICIPATED,  
THROUGH THEIR CATALOGS, IN THE EXHIBITION. THE APPROXIMATELY 100  
VISITORS WERE PROVIDED WITH EXHIBITION PROGRAMS AND MEMBERSHIP  
DIRECTORIES OF BOTH PMMI AND THE FOOD PROCESSING MACHINERY  
AND SUPPLIES ASSOCIATION (FPMSA). EMBASSY PERSONNEL, ON HAND  
THROUGHOUT THE SHOW TO ASSIST IN ANY INQUIRIES, HAD ALSO PREPARED  
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INDICES TO THE AVAILABLE CATALOGS WHICH WERE LISTED ALPHABETICALLY BOTH AS A WHOLE AND WITHIN THE SPECIFIC CATEGORY OF MACHINERY OFFERED BY EACH COMPANY. PRINTED REGISTRATION FORMS WERE ALSO MADE AVAILABLE ALLOWING THE VISITOR TO IDENTIFY HIMSELF, HIS COMPANY, AND HIS SPECIFIC INTERESTS. ALSO AVAILABLE FOR VIEWING WERE FOUR INDUSTRY-RELATED FILMS (ONE PROVIDED BY PMMI AND THREE BY USIS), SHOWN TWICE DAILY.

2. THE SEMINAR. MR. BASILIO LIACURIS, DIRECTOR OF INTERNATIONAL PROGRAMS FOR PMMI, CONDUCTED A SEMINAR IN SPANISH, ENTITLED QUOTE THE IMPORTANCE OF PACKAGING IN DEVELOPING ECONOMIES UNQUOTE. THE SEMINAR WAS ATTENDED BY 40 LOCAL BUSINESSMEN AND INCLUDED A TALK BY MR. LIACURIS, A QUESTION-AND-ANSWER PERIOD, AND THE PRESENTATION OF THE PMMI FILM EL MUNDO DEL ENVASE.

3. OTHER ACTIVITIES. VISITS WERE MADE BY MR. LIACURIS, ACCOMPANIED BY AN EMBASSY OFFICER, TO BOTH PRIVATE AND GOVERNMENT-SUPPORTED ENTERPRISES. AT THE INSTITUTO DOMINICANO DE TECNOLOGIA INDUSTRIAL (INDOTEC), A RECENTLY INAUGURATED ORGANIZATION FINANCED BY THE CENTRAL BANK, MR. LIACURIS WAS ASKED TO ASSIST IN SETTING UP AN INDUSTRIAL SEMINAR ON FOOD PROCESSING AND PACKAGING TO BE CONDUCTED BY US EXPERTS AND TO BE SPONSORED BY INDOTEC. IN CONNECTION WITH THE SHOW AND SEMINAR, NEARLY 150 GOVERNMENT OFFICIALS, HEADS OF LOCAL TRADE ASSOCIATIONS, AND REPRESENTATIVES OF LOCAL INDUSTRY WERE INVITED TO A RECEPTION HOSTED ON JUNE 3 BY THE CHARGE D'AFFAIRES. PRESS COVERAGE WAS QUITE GOOD, BOTH BEFORE AND DURING THE SHOW. PRESS RELEASES PREPARED BY THE EMBASSY WERE COMBINED WITH PHOTOGRAPHS TAKEN BY USIS.

4. SPONSORSHIP. IN ADDITION TO THE EMBASSY, THE CATALOG SHOW AND SEMINAR WERE SPONSORED BY THE NATIONAL LIBRARY, THE ASSOCIATION OF INDUSTRIES OF THE DOMINICAN REPUBLIC, THE AMERICAN CHAMBER OF COMMERCE OF THE DOMINICAN REPUBLIC, AND THE PUERTO RICAN COMMERCIAL OFFICE. FUNDS FOR THE VARIOUS ACTIVITIES WERE PROVIDED BY THE ASSOCIATION OF INDUSTRIES, PMMI, AND FPMSA.

5. CONTINUING PROMOTION. FROM HERE, ONE SET OF CATALOGS WITH APPROPRIATE SUPPORTING MATERIALS WILL GO ON DISPLAY AT THE NATIONAL LIBRARY IN SANTO DOMINGO FOR THREE WEEKS. AFTERWARDS, ONE SET WILL BE RETURNED FOR THE PERMANENT USE OF THE ASSOCIATION.

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TION OF INDUSTRIES, AND A SECOND SET WILL BE MADE AVAILABLE TO THE BIN-NATIONAL CENTER IN SANTIAGO, THE DOMINICAN REPUBLIC'S SECOND LARGEST CITY. REGISTRATION FORMS FILLED OUT BY LOCAL BUSINESSMEN HAVE BEEN GIVEN TO MR. LIACURIS WHO WILL FURNISH PMMI AND FPMSA WITH THE INFORMATION WHICH THEY CONTAIN, THUS PROVIDING MEMBERS OF THE TWO ASSOCIATIONS WITH THE NAMES OF INTERESTED FIRMS IN THE DOMINICAN REPUBLIC.

6. COPIES OF THE SHOW/SEMINAR PROGRAM, TOGETHER WITH SELECTED PRESS CLIPPINGS AND CATALOG INDICES, HAVE BEEN POUCHED TO COMMERCE (BIC/OIM/CARIBBEAN) AND STATE/ARA/CAR/DR).  
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